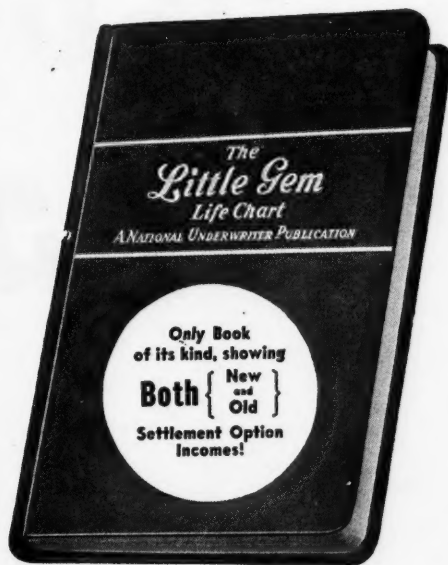


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FRIDAY, AUGUST 4, 1944

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Army's Wide Use of 'NP' Label Is Underwriting Snag

Hard to Tell Whether Neuro-Psychiatric Tag Means Much or Little

NEW YORK—The armed services' policy of discharging men as "neuro-psychiatric" cases on a rather wide scale, frequently for disabilities that are no perceptible handicap in civilian life, has further confused an already difficult situation for home office selection departments.

The "N.P." applicant for insurance may have nothing wrong with him except a temperamental inability to adjust himself to the exacting demands of being a soldier or sailor, in which case he is a perfectly good risk for life insurance. On the other hand he may be pretty far along the road to real insanity and in that case no underwriter would think of accepting him. As it is, outside of the obviously bad cases it is difficult to tell whether the "N.P." tag means anything or not.

It does, however, raise a suspicion in the minds of underwriters. About all they can do is to take it as a warning. If they were to reject every "N.P." applicant they would be passing up many good risks and denying insurance to many who need it and deserve to have it.

There is still the problem of adverse selection due to 4F applicants and some types of "N.P." applicants who feel that their disabilities may make it difficult for them to obtain insurance. Frequently they know more about their disabilities than an examiner can find out.

Disability Continuance Issue in Supreme Court Case

WASHINGTON—Guardian Life is respondent named in petition of Harry Kortz to the Supreme Court asking review of a tenth circuit court decision against him on a claim of total and permanent disability under a life policy issued by the company in 1923.

Kortz says he paid all premiums on the policy including charges for disability protection and in 1938 demanded payment, having previously filed proof of disability. The demand being refused, he sued in the Denver district court and got a jury verdict covering the period April 21, 1938, to March 21, 1939. That judgment was affirmed by the Colorado supreme court, and the company paid it.

But Kortz says the company refused to pay benefits subsequently and he again sued in the same district court. The case was removed to the federal district court on petition of Guardian Life. The federal court struck from the pleadings, Kortz says, all reference to the previous case. This happened three times, he says, on the original and amended complaints. After Kortz filed with the federal court written objections to its action, the case was tried by jury, which found for Guardian.

Questions presented are whether the Colorado supreme court judgment raised a presumption in law that total and permanent disability continued; (2) if such presumption existed, was Guardian under burden of proof to show change of condition amounting to Kortz' recovery; (3) whether the trial court

Fear Dems' Silence on Insurance Is Ominous

HARTFORD—Company executives of this city give varied conclusions as to the reason the Democratic party omitted entirely from its platform any reference to insurance in view of the fact that the Republican party had adopted an insurance plank and in 1940 the platforms of both parties favored state insurance supervision.

A few men here observed that the action of the Democratic resolutions committee might be called "ominous," as one man put it. He stated that in his opinion the leaders deliberately decided to sidetrack any reference to insurance in order to give the party full swing if it saw fit if victorious at the November election. If no reference was made to insurance it would not be hampered in any way and the administration, therefore, would be able to chart its own course. Some of the officials here say that in their opinion the administration if elected might at once set the machinery in operation for straight out federal supervision and deprive the states of their present powers. Evidently there was something in the minds of the leaders as to why it seemed desirable to have no insurance plank.

Other executives say that the reason probably was chiefly political. Attorney General Biddle was present and he still has the S.E.U.A. case on his hands. The House passed the Bailey-Walter bill exempting insurance companies from federal anti-trust laws and now it goes to the Senate. Senator O'Mahoney of Wyoming is a prominent member of the Senate judiciary committee. Attorney General Biddle may not have desired to have any embarrassing plank. O'Mahoney in the early stages stated that he would not have any objection to the 1940 plank if the word "exclusively" were omitted. That is, he would endorse state supervision but not "exclusive" state supervision. Later in the committee deliberations O'Mahoney seemed to have changed his mind and he is given credit for killing the whole proposition.

Just how far omission of the plank will hurt the party remains to be seen. The opposition would come largely from the insurance people themselves. The Democratic insurance commissioners were very much in favor of a plank. They fear federal supervision and don't want the road leading that way made clear.

Another theory is that the administration went to Chicago with a platform already composed, well integrated, with literary continuity, perhaps written by one man, and resisted every effort to tamper with it on the part of the resolutions committee at the convention.

should have determined there was no change of condition upon evidence presented, and (4) could the trial court disregard the wording of the insurance contract "and make a new contract."

The tenth circuit court held for Guardian.

Group Plan on U. S. Workers Abroad Is Extended

WASHINGTON—The War Agencies Employees Protective Association group insurance plan with Equitable Society for civilian employees of the government assigned abroad is now being extended to cover government "contract employees," it is learned.

Such persons are indirect employees of the government, engaged by government war contractors occupied in foreign fields on work for the U. S. Their

Bright Prospects for Business Cover

Government Guaranty for Loans to Veterans Starting New Firms

Bright prospects for post-war business insurance sales are being predicted as a result of the enactment of the G. I. bill of rights measure which, among other things, provides an easy financing program for service veterans wishing to go in business for themselves. Under the act the government will guarantee up to 50% of any loan made to a veteran up to a total guaranty of \$2,000. The interest rate will be around 4% with up to 20 years to repay and the government will pay half the interest charge the first year.

Every service man with a hankering to start a business will be taking advantage of this opportunity to secure financial backing. The bulk of the loans will be made through banks and as bankers had good experience on Federal Housing Administration's repair and remodeling loans, which carried a 10% government guaranty, it is probable that veterans will be able to borrow more than the \$4,000 limit with a 50% guaranty, providing of course, that the veteran's project appears to be a good credit risk.

Wide Room for Expansion

U. S. Department of Commerce figures show that there are from 500,000 to 600,000 fewer business establishments now than before the war so that there is plenty of opportunity for expansion. For example, the number of grocery stores has been cut from 346,800 to 238,300, nearly a third of the electrical appliance and radio shops have closed up and 55,000 out of 227,000 filling stations have gone out of business.

Life insurance men feel that they can fit into this small business expansion by veterans because the new business entrepreneur will be interested in protecting his family to the extent of his loan. As his National Service Life can be paid only in installments, that protection can't be used to clear up his debts. Furthermore, unless social security is extended he won't be eligible for those benefits, which, obviously, makes additional insurance desirable.

Life insurance men will find it desirable to learn more about these loan provisions when the administrative details are worked out so they can render a helping hand to the returned veteran. Once he helps the veteran get started in business, the agent will be able to set up a business insurance program and then as the firm grows he can sell additional insurance not only to proprietor but to the employees as well.

As the veteran loans can be used for the purchase of homes and farms as well as for business financing, the sale of mortgage insurance also will be stimulated, especially in view of installment payment provisions under National Service Life.

Orebaugh Ia. Department Counsel

DES MOINES—Sam Orebaugh, attorney, has been appointed counsel for the insurance department. He succeeds Maurice Herrick, who now is in the army. Mr. Orebaugh was a representative in the Iowa legislature. He is a former star athlete at Drake University.

inclusion may add materially to the amount of insurance carried under the WAEPA plan, it is believed, although probably not so much as would have been the case earlier in government contract work abroad.

Commissioners Call Two Meetings for August

Graves Group at Chicago and Executive Committee at St. Louis

Superintendent Scheufler of Missouri has called a meeting of the executive committee of the National Association of Insurance Commissioners, of which he is chairman, at the Hotel Statler, St. Louis, Aug. 28-29, "to consider further the all-important questions relating to federal legislation, state supervision, and the insurance industry."

Preliminary to that meeting Commissioner Graves of Arkansas has called a meeting of his special subcommittee on federal laws and legislation for the Drake Hotel, Chicago, commencing Aug. 16. The various insurance organizations have been invited to present at that time their views as to the position that the industry and the commissioners should take in the situation created by the Supreme Court decision holding that insurance is commerce. Mr. Graves' group is prepared for a prolonged session and it is expected that the meeting, which will be an open session, will continue for perhaps three days.

Members of the Graves subcommittee in addition to the chairman are Harrington of Massachusetts, Johnson of Minnesota, president of the association, Scheufler and McCormack of Tennessee, vice-president.

Stock Company Position

The stock fire and casualty companies, for which President E. L. Williams of the Insurance Executives Association and R. V. Goodwin, first vice-president of Fireman's Fund Indemnity and vice-president of the Association of Casualty & Surety Executives, spoke at a special meeting of the committee last week, will not be heard from further unless they submit additional material in advance or unless there is some other compelling reason.

The list of organizations invited to submit views and suggestions concerning federal law includes:

Insurance Executives Association, National Board, Association of Casualty & Surety Executives, American Mutual Alliance, National Association of Mutual Insurance Companies, National Bureau of Casualty & Surety Underwriters, Inland Marine Underwriters Association, National Automobile Underwriters Association, Federation of Mutual Fire Insurance Companies, Associated Factory Mutual Fire Insurance Companies.

Also, National Fraternal Congress, National Association of Insurance Agents, National Association of Insurance Brokers, National Association of Mutual Insurance Agents, National Association of Casualty & Surety Agents, National Association of Life Underwriters, Life Insurance Association, National Council on Compensation Insurance, Tower Rating Bureau.

In his invitation Mr. Graves asks "all interested organizations and groups" to "please review existing federal statutes affecting interstate commerce in the light of your particular method of doing business" and to submit in writing by Aug. 5, six copies of "any remedial suggestions which you may care to advance."

Such suggestions "will be of much
(CONTINUED ON PAGE 9)

Big Firm Turns to Life Insurance

Decides to Feature That Form of Business to Increase Income

NEW YORK—Insurance men and particularly producers sat up and took notice a few days ago when one of the great insurance brokerage firms of the country announced that it would gear its machinery so that its life insurance premiums would constitute a much higher percentage of its total income from that direction than heretofore. So far its life insurance premiums run 20% of the total premium receipts. It now plans to double that percentage and even increase it further if conditions are ripe.

Reasons for the Action

The reason for this course is the recent U. S. Supreme Court decision which held that insurance is commerce and subject to federal anti-trust laws and other federal regulations. Members of the firm have been solicitously discussing the probable effect of this decision on their business. They are inclined to think that the fire, marine and casualty lines may be seriously affected, especially until some readjustment is made. The question of how far rating bureaus can go, what local insurance board restrictions will have to be eliminated, what company practices will have to be modified, etc. is not settled. There is possibility of many changes, some of them drastic, in the minds of this brokerage house.

If the property, casualty and marine lines are much affected it will mean a sharp decrease in the premium income. Therefore this house is anxious to maintain its reputation and therefore sees the best way out is through the medium of life insurance.

A member of the firm in explaining its position said: "We naturally are very much interested in how our business will be affected by the U. S. Supreme Court decision and subsequent actions on part of companies. Life insurance is not affected. It has no rating bureaus, there are no associations where there are agreements as to commissions and as we see it, the life companies are in a favored position. Therefore the life insurance business will go ahead with unabated vigor. We have already done a large life insurance business especially since insurance trusts came in vogue. The premiums ran up into money and it is a popular form for concerns that want to do something for their employees. We have been successful in closing many cases and there are many others to be obtained. We also realize that there is an increasing demand for business, corporation or key man insurance.

"We have hundreds of contacts and through our well organized life department which extends itself to various cities we will be able to speed up life insurance production materially.

"We are doing this to protect our own interests. It may be that the other lines of insurance will not be so affected as anticipated. If that be the case we will continue our wonted way. However, life insurance will always be a splendid form for offices like ours. We want to be prepared to take advantage of any situation that presents itself. We believe that more and more producers will turn their attention to life insurance and will find it a lucrative class of business."

Larson on Executive Committee

Commissioner Larson of Florida has been selected as a member of the executive committee of the National Association of Insurance Commissioners to represent Zone 3. He is also zone manager. At the meeting in Chicago, Zone 3 was accorded the privilege of conducting a mail ballot to select its representative on the committee.

Chicago Agent Named in True Bill

Four true bills were reported to have been voted Monday by the Cook county grand jury in Chicago against Graeme Smith, Chicago life insurance agent, on charges of forgery. The indictments were voted during the course of the grand jury's investigation of the affairs of the late Michael E. White, who was head of White Consolidated, Inc., and other companies in the paving field in Chicago.

According to the newspaper accounts, it is charged that White purchased single premium policies on the lives of various members of his family through Smith and then got Smith to make loans with the insurance company on these policies by forging the names of the assured.

That money, it was indicated, was used by White to make payments which do not show on the company's books. It was charged that the policies in connection with which the alleged forgeries were made were on the lives of White's granddaughters.

Son Sued Father

In 1942, Edward W. White of Milwaukee, son of Michael White, brought a suit in federal court in Chicago against his father, who was then living. That suit charged the father, Michael White, with financial irregularities and misappropriation.

That suit was settled, according to newspaper accounts, for \$40,000. Also, according to the newspapers, after the death of Michael White, it was proposed in behalf of his estate to sue an insurance company at Toronto through which White had made "loans." It then became known, that Smith would be a witness for the insurance company and would testify that the loans were actually made to White.

The Illinois insurance department learned of the situation and last spring Smith was denied a broker's license on the ground his conduct was "unbecoming an insurance agent."

Attorney Robert Hilliard, for Smith, obtained an injunction against the insurance department from enforcing the agent's and broker's licensing law and for a period of two or three weeks the insurance department issued no licenses, answered no inquiries in regard to licensing and made no move that could be construed as enforcing the law. Later the injunction was modified so as to apply exclusively to Smith and the department resumed operating under the licensing law.

Smith for many years had been associated with the Hintzpetter agency, first with Mutual Life and then with Mutual Benefit Life.

Start Course for Service Men

Hampton H. Irwin, educational director of Massachusetts Mutual Life and a former associate of General Agent John W. Yates when he was general agent in Detroit, is in California, collaborating with Mr. Yates and General Agent F. J. Van Stralin, in establishing a new training course for men who are entering life insurance from the armed forces.

Insurable Interest in Business Life Is Considered

FORT WORTH, TEX.—The question of whether an insurable interest under Texas law may exist at the death of a stockholder of a closed corporation when policies of insurance have been issued on the lives of the stockholders for the purpose of providing funds for the exercise of mutual purchase option agreements, was considered by H. T. McGown, Fort Worth attorney, before the Trust Council of Fort Worth. Mr. McGown also raised the same question of insurable interest where a corporation has purchased policies of insurance on the lives of corporate keymen.

Mr. McGown cited the case of McBride et al vs. Clayton et al, 166 S. W. (2nd) 125, in which the life of a president of a corporation was insured under two policies for \$25,000, payable to the corporation. At the time of death of the insured, the corporation had been dissolved and liquidated and for all practical interest did not exist at the time of the president's death. The court allowed the corporation to recover only that portion of the insurance proceeds representing the premiums paid plus interest.

The court's opinion in this case held in substance that whether the insurable interest exists at the time of death of the insured may be a question of fact to be determined by the court or jury.

Mr. McGown suggested that although a policy be issued on the life of a key man, the family of the deceased might intervene before payment was made to a designated beneficiary, and thus defeat the purpose for which the insurance was originally intended.

Frank Cooper, president Fort Worth C.L.U. chapter, presided.

B.M.A. Holds Washington, Oregon Sales Meetings

The third and fourth meetings in the series of sales conference for west coast representatives of Business Men's Assurance were held in Seattle, western Washington salesmen, under the supervision of Manager C. W. Rogers, and at Ocean Lake, Ore., for Oregon salesmen under the supervision of Manager E. M. Ward. They were conducted by J. C. Higdon, executive vice-president, and Louis L. Graham and J. P. Baldwin, vice-presidents.

Both offices celebrated all-time high records in the company's 35th anniversary month in June. For the half year the Seattle office is 27% ahead of last year and the Oregon branch 64% ahead.

2nd Generation Millionaire

Albert I. Stix, Jr., Mutual Benefit Life, St. Louis, is the first man to become a second-generation member of the Million Dollar Round Table, according to word he has just received. His father first earned membership on the table in 1930 and has been a perennial leader of Mutual Benefit in St. Louis agency. The son successfully completed his C.L.U. examinations in June of this year.

NLRB Holds to Principle of State-Wide Units

WASHINGTON—Petition of United Office & Professional Workers of America, CIO, in connection with recognition as an appropriate bargaining unit to represent industrial agents of John Hancock Mutual Life in a new district office, Newton, Mass., has been dismissed by national labor relations board. The board adopts the findings and recommendations of its examiner who held hearings in the case at Boston last May.

NLRB points out that the Massachusetts Labor Relations Commission in 1938 decided in another John Hancock case that an appropriate unit for collective bargaining consisted of all industrial agents operating out of 11 district offices and one sub-district office located in Greater Boston. One such office was that at Brighton, Mass. In 1942 the company and UOPWA entered agreement covering that unit. The next year, an election among the agents resulted in certification of National Industrial Insurance Agents' Union as their bargaining representative for agents employed in the same area, except Brockton, Mass., who were represented by a different UOPWA local.

Contract between the company and National was executed in June, 1943, for two years covering offices in Greater Boston, including that at Brighton. Last November after consulting National the company opened its Newton office, which took over part of the territory formerly covered from Brighton. Twenty-eight agents whose debits comprised the Newton area reported to the new office.

Last January UOPWA requested bargaining rights to represent Newton industrial agents. The company and National opposed the new unit sought as inappropriate and because Newton agents are covered by contract with National. UOPWA contends the new Newton office was not mentioned in the National contract.

NLRB says it does not agree with this position and points out that administrative realignments of company district offices are not infrequent when demanded by business growth; also that the Newton change was made by agreement with National under which Newton agents remained under the contract.

NLRB holds the unit petitioned for by UOPWA is "inappropriate," which ruling it consider "consonant with our recently adopted policy of avoiding the creation of units for insurance agents smaller than state-wide in scope in the absence of unusual circumstances." That principle was adhered to by NLRB recently in cases concerning Metropolitan Life, Washington National and Life of Virginia.

Sanderford with American Ind.

AUSTIN, TEX.—Homer F. Sanderford, for four years supervising examiner for the Texas board of insurance commissioners, has resigned. He has been with the board 11 years under four life insurance commissioners, having started in 1933 under Commissioner Daniel.

Mr. Sanderford will go to Galveston with American Indemnity to assume the duties of the late treasurer, Conover Martin.

M. H. Sorrell, senior examiner for the insurance board, will succeed Mr. Sanderford. He has been an examiner for 12 years.

Hays & Bradstreet, New England Mutual Life, Los Angeles.—Ended the first seven months with new business of \$7,073,000 exclusive of annuities, which exceeds by a small margin the new business of the agency for all of 1943.

General Agent Walter T. Shepard, Lincoln National Life, Los Angeles.—Still holds top position among all the agencies of the company at the end of the seven months. Lapse ratio has been less than 4%.

Results for First Six Months

	New Bus. 1944	New Bus. 1943	1944 Inc. In Force	1943 Inc. In Force
Amicable Life	7,012,677	6,555,369	3,778,534	2,999,131
Commonwealth Life	20,689,832	18,572,113	11,815,942	9,838,261
Continental Assur.	31,671,367	16,707,365	32,473,084	18,846,709
Farm Bureau Life	13,534,489	8,148,943	11,308,175	6,092,657
Fidelity Mutual Life	17,404,801	13,132,261	10,393,274	4,631,708
Home Beneficial	5,838,513	4,749,936	3,906,264	3,130,124
John Hancock (Ord.)	247,817,615	244,831,464	171,604,433	168,939,909
John Hancock (Ind.)	116,368,443	116,003,018	60,493,827	54,285,198
John Hancock (Group)	231,265,422	116,807,195	90,849,811	96,643,868
Lafayette Life	3,131,769	2,341,240	1,852,045	940,562
Liberty National (Ind.)	12,874,137	14,148,401	4,629,233	4,672,510
Liberty National (Ord.)	4,488,303	3,787,178	2,333,714	1,604,406
Ohio State Life	6,251,838	3,221,938	3,552,758	2,112,610
Penn Mutual	65,509,874	56,926,833	8,583,041	10,967,286
United Benefit Life	37,194,464	29,471,711	19,634,911	11,660,586

¹Includes revivals and increases.

Fear Lack of Uniformity in Pension Rulings

Under Decentralization Program, Verdict of Each Field Man Is Final

WASHINGTON—Life insurance and pension trust interest representatives fear trouble will arise from the new internal revenue bureau program of decentralizing the handling of certain pension trust and profit-sharing plans by field representatives of the bureau. Jan. 1, 1942, is the announced dividing line between such trusts and plans and those to be handled in Washington. If before that date, it is a matter for action in Washington. If after that, for the field. It is the effective date of the trust or plan which is determining, not the date of submittal to internal revenue bureau. Possibility of confusion in connection with passing upon the newer plans by field men, in the opinion of experienced men representing pension trust and life insurance interests here, may arise out of differences of opinion between the bureau's field men. That is, a field man in New York may approve a certain type of plan or feature of a plan which may be disapproved by a field man in San Francisco or New Orleans.

Will Act as Commissioner

That this possibility seems real is concluded by industry representatives who have been told by B. J. Harrill, chief pension trust division of the bureau, that each of the field men designated to handle plans will act as "commissioner." The field men will reach their own decisions, which will be final, Harrill indicated. The field men will not submit their decisions to Washington for approval.

Those submitting pension or profit-sharing plans will not have the right of appeal to Washington from the field revenue agent, unless the field man suggests such appeal, Harrill indicates.

In other words, as industry representatives here see it, there is no assurance of uniformity in decisions by field revenue men on pension plans. There is nothing to prevent difference in decisions on the same, or similar, questions involved in plans submitted to field men around the country, it is said.

There is stated to be no material available to serve as instructions to field men, except the various regulations, treasury decisions, internal revenue rulings, mimeographs, circulars, etc., such as have been emerging from time to time from the bureau. These have been subjected to varying interpretations, in some cases.

On the question of uniformity in bureau policy and program in handling pension and profit-sharing plans, Harrill points to the training of internal revenue fieldmen here over a period he described as a year. It has been reported from time to time that a new group of field men had come in to the Washington office for a period of training on pension plan problems. These men have gone back to their respective offices.

Skeleton Force at Headquarters

According to the official view, only a skeleton force will be kept in the pension trust division headquarters here. This will become little more than a filing office, industry representatives fear.

The situation outlined presents explosive possibilities to them. While the idea of decentralization in handling pension and profit-sharing plans has appealed, from some aspects, to pension and insurance specialists because of the

(CONTINUED ON PAGE 9)

Garrison Fights for States Rights

LOS ANGELES—Commissioner Garrison, in his monthly report to Governor Warren, devotes approximately 2,000 words to a review of the proceedings of the National Association of Insurance Commissioners and to the current questions of insurance regulation.

"Too much emphasis cannot be placed upon the fact that the decision of the United States Supreme Court in this S.E.U.A. case is potentially a serious threat to the established and traditional right of states to regulate insurance," he states. "The states' rights issue is directly involved. If insurance is commerce, then under the commerce clause of the constitution the power of regulating insurance is vested in the Congress and if they choose, they can regulate it to the total and absolute exclusion of the states. The protection of the different states' rights in this question of insurance regulation—which of course includes taxation—becomes a matter of the very first importance."

Legislation Is Needed

"The only way in which the rights of the states can be protected and the business of insurance permitted to continue as a private enterprise, is through the enactment in Congress of legislation which will define the extent to which Congress desires to enter into the field of insurance regulation, leaving the remaining portions of that field open and available for state regulation."

"Your commissioner is in close touch with the committee appointed by the National Association of Insurance Commissioners and others interested in the problem, and proposes to see that insofar as he is able, the interests of the state of California are protected from further federal encroachment."

"California being essentially an insur-

Sentiment Unanimous for Medical Expense Cover

Unanimous opinion in favor of working out a plan or plans for medical expense coverage which may be offered by conference companies was expressed in informal vote taken at a meeting in Chicago Monday, sponsored by the medical expense committee of the Health & Accident Underwriters Conference and attended by about 35 officials of conference companies, with a good representation from all sections. H. E. Currey of Farm Bureau Mutual Automobile, Columbus, O., chairman of that committee, presided.

Efforts which have been made by groups of doctors and others to provide such coverage were reviewed. The experience of some companies which have experimented in that field in a limited way was presented and some of the problems likely to be encountered in writing the business were taken up.

The general sentiment seemed to be that the best approach to the problem is through cooperation with county medical societies. It was stated that doctors generally are very much interested in the idea and under conditions as they exist today are particularly eager for some plan which will help them in getting paid for the work they do.

ance buying state, the revenue coming to it as a result of the purchase and sale of the large volume of insurance transacted in California, is a major item in its income. California, therefore, has an important stake in these developments.

"It is your commissioner's opinion, expressed both publicly and privately, that all of these problems can be disposed of by the introduction in Congress of the right kind of legislation. Such proposals should be made by the insurance company management and the National Association of Insurance Commissioners."

WILLIAM PENN and the Indian Language

William Penn, Proprietary and Governor of the Province of Pennsylvania, writes to England in 1683 about the Indians:—

"Their language is lofty, yet narrow; in signification full, like short-hand in writing; one word serveth in place of three, and the rest is supplied by the understanding of the hearer. I have made it my business to understand it, that I might not want an interpreter on any occasion.

"And I must say, that I know not a language spoken in Europe that hath words of more sweetness or greatness, in accent and emphasis, than theirs; for instance, *Octokockon*, *Rancocas*, *Shackamaxon*, *Poquesian*, all of which are names of places, and have grandeur in them.

"Of words of sweetness, *Anna* is mother; *Issimus*, a brother; *Netap*, friend; *Usque Ozet*, very good; *Pone*, bread; *Metse*, eat; *Matta*, no; *Hatta*, to have; *Payo*, to come; *Sepassen*, *Passijon*, the names of places; *Tamane*, *Secane*, *Menanse*, are the names of persons."

Note that he studied their language, rather than expecting them to learn his. The way to be understood is to speak the other man's language.

1644-1944—PENN TERCENTENARY

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Tells Why Bailey Bill Should Be Passed Unamended

Action Before Election Day Vital, Williams Informs N.A.I.C. Group

NEW YORK—Despite assurances from congressional leaders that the Senate will pass the Bailey bill by nearly a two-thirds majority it is of the utmost importance that the measure be voted on in advance of the November election and hence it would be desirable for all interests to concentrate on supporting the bill as it stands rather than attempting to change it, according to E. L. Williams, president of the Insurance Executives Association, who spoke for the stock fire companies' committee, at the hearing before the federal legislation committee of the National Association of Insurance Commissioners.

Asked about the possibility of amending the bill so as to exclude the federal trade commission from authority over insurance, Mr. Williams said he believed that passage of the Bailey-Walter legislation would discourage any attempts by the federal trade commission but that if there were to be any changes in the bill there would be less danger of delay if they were made on the floor of the Senate rather than while the bill is still under consideration by the Senate judiciary committee, since anything which tends to prolong the hearings before that committee invites dangerous delay.

Goodwin States Casualty Position

R. V. Goodwin, first vice-president of Fireman's Fund Indemnity, spoke for the Association of Casualty & Surety Executives, of which he is vice-president. He is chairman of the subcommittee of the association's special committee on the Supreme Court decision. The association is in complete accord with the fire companies committee on the necessity of getting the Bailey-Walter legislation enacted as promptly as possible as a minimum basis and not endangering it by trying to get it changed before it comes up on the floor of the Senate for debate.

Commissioner Graves of Arkansas, chairman of the commissioners committee on federal legislation, was unable to be present. Commissioner Harrington of Massachusetts, immediate past president of the N.A.I.C., who has been made vice-president of the Graves committee, presided. Others of the committee who were on hand included N.A.I.C. President Newell Johnson of Minnesota and Vice-president McCormack of Tennessee, both of whom have now been made regular members of the committee, and Superintendent Dineen of New York. Superintendent Scheufler of Missouri was unable to be present.

Mr. Williams said that there has been some talk to the effect that the fire companies were adamant for the Bailey-Walter legislation but said that it was his honest belief that it is the only measure that has any chance of getting anywhere quickly enough to prevent disintegration in the fire and casualty business. He said that there will certainly be need for much federal and state legislation to take care of the many situations arising out of the Supreme Court decision but that the immediate need is for a measure that will take care of the anti-trust angle.

Both Mr. Williams and Mr. Goodwin emphasized that it would be impossible,

in view of the magnitude of the problems, to bring in anything like a concrete program of suggestions for legislation by the Aug. 5 date set by the commissioners' committee.

Following the meeting last month of the N.A.I.C. Mr. Williams consulted with the congressional leaders who have been sponsoring the Bailey-Walter bills. He said that he told them of the various suggestions made at Chicago and of other suggestions but that these advisers said it would be a mistake and would hurt the measure's chances to change it in any way. At Commissioner McCormack's request Mr. Williams outlined the more important suggestions that had been made and the reasons why they were not feasible at this point.

Mr. Williams said that one proposal was to amend the bill to exclude the

federal trade commission from possible jurisdiction over insurance but that doing so would first probably result in delaying action in the Senate judiciary committee and second, since one of the functions of the commission is to police the anti-trust law, the Bailey-Walter legislation would automatically rule out this function of the F.T.C. Another reason for not including any reference to the F.T.C. is that the latter has the power to investigate unfair practices and opponents of the bill would probably make capital of the fact that insurance companies would be permitted to indulge in unfair practices if they were exempted from the F.T.C.'s jurisdiction.

The F.T.C.'s power to send out questionnaires and make investigations would not be an important factor. In any event, Mr. Williams said, congressional leaders had assured him that the

Bailey-Walter bills made it so clear that Congress was leaving the regulation of insurance in the hands of the states that no federal agency would be likely to try to exercise authority. Furthermore, in the unlikely event that any agency did so, in the face of such clearly expressed congressional intent, Congress would be quick to pass a law taking care of the situation.

As far as the possible applicability of the Robinson-Patman law is concerned, Mr. Williams expressed the view that once Congress has spoken and shown that it wants the control of insurance left with the states there would be little likelihood of any attempt to apply this act and anyway Congress would quickly slap down any attempt by an appropriate law.

As to the suggestion that the Bailey-Walter measure be labeled "emergency"

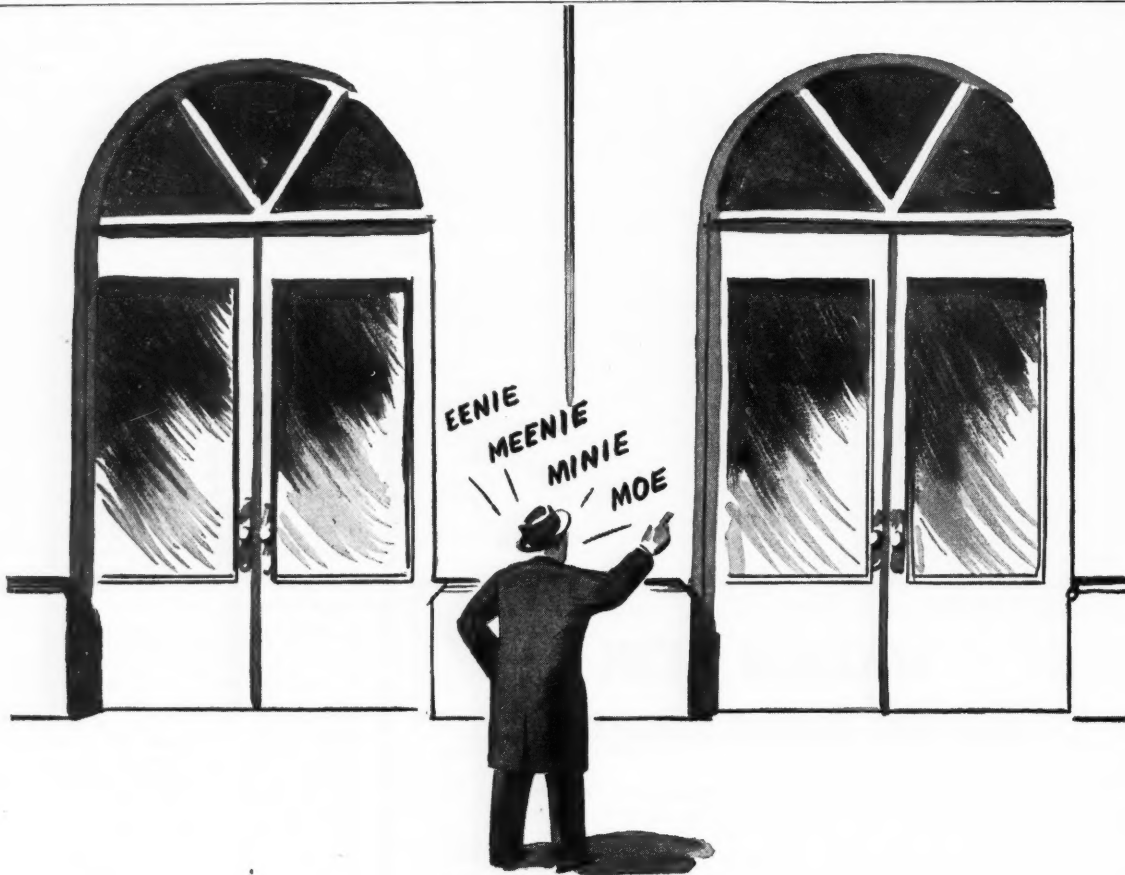
legislation or given some sort of time limit, Mr. Williams said that the congressional leaders with whom he talked said that the "emergency" tag would not be helpful and as far as a time limit is concerned, any such qualification, they said, would make it look as if Congress and also the insurance business and the commissioners were not clear in their minds that they wanted state regulation continued permanently.

Time Limit Would Lose Votes

Mr. Williams said that one of the leaders who was most instrumental in getting the Walter bill through the House said that he would not vote for it with any time limit. He and others said it would look as if they were not clear in their own minds as to the principles involved if they passed legislation with a time limit.

Another suggested amendment was to make the exemption from the federal anti-trust laws less sweeping, so that the companies could combine to make rates but could not combine for purposes of boycott and monopoly as charged—though not proven—in the Atlanta indictment. Mr. Williams said that the Justice Department, after the vote on the Walter bill in the House, had conceded that the insurance business is in difficulty and needs time to work things out but the department wanted to be able to prosecute monopoly and boycott activities. Mr. Williams said that an effort had been made to embody some qualification in the bill so as to take care of this point but it was impossible to do so and in any event it would go against the fundamental principle of the bill, which is to leave insurance regulation to the states. He pointed out that the states have full power to control such things as monopoly and boycott if they are found to exist.

One attempt that was made was to draw up an affirmative bill but it was found that it would be almost impossible to list all the various things that



True or False

IT DEPENDS on your point of view how you react to the statement, "All life insurance companies are alike." To be sure, the differences aren't material, but policyholders, nevertheless, just "like some companies better than others."

Agents, too, find their natural element more in one company than in another. Perhaps it is because, like people, life insurance companies have personalities. When the personalities agree, it usually results in a happy relationship for both the agent and the John Hancock.

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

EIGHTY-TWO YEARS IN BUSINESS • INSURANCE IN FORCE \$6,438,540,577 ON 7,000,000 POLICYHOLDERS

WANTED

**Supervisor in established
agency**

**SALARY — COMMISSIONS
BONUS**

**A genuine opportunity to
learn a proven recruiting
and training process that
should qualify you for
handling a successful
agency of your own.**

**Write in confidence, giving
complete details in
first letter. Address W-53,
The National Under-
writer, 175 W. Jackson
Blvd., Chicago 4, Illinois.**



And Now
SOCIAL SECURITY
for all ACACIA FIELD MEN!

Each year the demand has been growing stronger and stronger from life insurance field men throughout the land for the benefits of Social Security.

As usual, Acacia Mutual leads. Every Acacia field man is now eligible for the benefits of the Old Age and Survivorship Provisions of the Social Security Act. With President Montgomery's recent announcement of this sensational step, the Acacia Mutual becomes *the first and only company* to make Social Security available to all of its field men, who write ordinary business exclusively.

In establishing its field men as regular employees, the company gladly accepts the responsibilities which this new relationship entails, and gives to them all the privileges and advantages which other employees receive.

Twenty-one years ago, President Montgomery pioneered Acacia Mutual's revolutionary monthly income

agency contract, the contract that other companies are trying to imitate today. Acacia Mutual's contract already provides, in addition to the standard first year commissions:

1. An ever-increasing monthly salary based on amount of business in force—guaranteed not for a "limited number of years" but for life. There is no "income ceiling" under Acacia's contract.
2. Generous twice a year bonuses for the production of quality business.
3. A substantial reduction in quality production requirements at age 60 and another at age 65, *with continuation of full monthly income.*
4. Liberal disability and death benefits.
5. A generous voluntary retirement plan in which Acacia Mutual matches, dollar for dollar, the deposits of the field man.

...and now Social Security too!

There is no other agency contract that enables a man to earn a good income today and to build so soundly and surely for the future. With this contract, and with the many outstanding advantages offered by the Acacia Mutual, it is easy to understand why Acacia field men are so happy and successful.

ACACIA MUTUAL LIFE INSURANCE COMPANY

Home Office: Washington 1, D. C.

the companies would be permitted to do under state law and there loomed the danger that various interests would favor most of the points but be opposed to different ones here and there and the bill would bog down.

Another thought was that some of the opposition could be met by saying in the bill that in spite of the Sherman and Clayton acts insurance companies could determine and maintain rates, forms and covers but the leaders in Congress did not think this was a good plan because it would always leave up to the federal courts the question of what was to be considered going beyond determination and maintenance of rates, forms and covers.

No Effect on Labor Laws

As far as the effect of the bill on the wage and hour law is concerned, Mr. Williams said that the insurance companies' position as a result of the Polish National Alliance case was so clear on this point that they would certainly be included even though the Bailey-Walter legislation were passed, hence the latter could not be attacked as seeking exemption from the labor laws.

Answering Commissioner McCormack's question about the bill's effect on the pending prosecution, Mr. Williams said that his committee felt there was no effect and neither did those in Congress who are supporting the measure. However, he said that it seems pretty clear that in view of all the circumstances no penalty would ever be exacted from the defendants in the S.E.U.A. case.

Though he expressed himself as being personally in favor of the Bailey-Walter legislation, McCormack asked about the opposition argument that the insurance companies were asking for exemption from a law that applied generally. He particularly wondered about the charge that the companies are seeking exemption from the law against boycotts, cartels and monopolies.

States Can Handle Boycotts

Mr. Williams said there are three good answers. First, no student of the laws thinks that Congress ever intended the Sherman act to apply to insurance and the best proof of that is that Congress recently passed the District of Columbia rating law, which is very similar to many state rating laws. Second, agreement on rates is not against

S. C. Commissioner Joins Marine Corps

Commissioner Egleston of South Carolina left on July 26 for Quantico, Va., for officers training in the marine corps. He had served as commissioner since September, 1942, when he was named to succeed L. G. Benjamin, Jr., who resigned to enter the army.

the public interest but is in the public interest. Also the states can do anything they want about this and in passing the proposed legislation Congress would merely be saying that it is not telling the states what they should do. He cited the position of congressional leaders like Rep. Hatton Sumners of Texas, who believes that those activities which are close to home should be regulated by the states. Third, as far as unfair practices are concerned the states have the right to regulate and they are in a position to take care of anything that may come up.

Stressing the need for prompt action on the pending measure, Mr. Williams said that if there is a difference of opinion among those interested it will hurt the chances of the Bailey bill in getting through the Senate whereas if everybody is for one plan it will be a help. He pointed out that the Bailey bill cannot harm anyone and will be of vital aid to the fire and casualty companies in conducting business in the accustomed manner.

WANTS MEMORANDUM

Superintendent Dineen said that while he appreciated what had been said about the magnitude of the problem and the impossibility of bringing in a concrete program within a short time, nevertheless the committee had to make a report and before that it would be hearing from those who felt that a long range program should be adopted at once. He asked that a memorandum be submitted showing specifically why no long range program should be attempted at this time.

"We're going to be asked to urge permanent legislation even though it has to be changed later on," he said. "We have to decide. You should give us something to hang our hats on."

New York Bond Record

Participation of the life insurance organizations of New York City in the Fifth War Loan by July 25 had mounted to \$1,538,046,903, or nearly 10% of the

WANTED SECRETARY AND ADMINISTRATIVE ASSISTANT

Woman for secretarial and administrative work in connection with pension plans. Must be able to assume responsibility and handle correspondence and detail without supervision. Knowledge of cash values and settlement options essential. Location Chicago. Salary and bonus. Unusual opportunity for one with necessary qualifications. Write Box W-57, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill., giving age and description of your training and experience.

WANTED ACTUARY AND ASSISTANT

Male or female between ages 25 to 35. Must have technical actuarial experience and capable of handling this phase of work in the office of consulting actuary specializing in pension plans in Chicago. No traveling. Permanent position. Replies confidential. Address W-58, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY

Full time services of actuary desired by firm operating in California. Experience with insurance company desirable but not necessary. Give complete details on experience and educational qualifications. All replies confidential. Address W-59, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

loan's original national goal of \$16 billion it was announced in a report by the life insurance division at a luncheon.

Life companies with home offices in New York City purchased \$1,471,790,000 of bonds. Sales to individuals by members of the office and agency personnel totalled 324,634 for a maturity value of \$62,828,582, with approximately 29,000 men and women participating. Sales to corporations by members of the office and agency organizations in the life insurance team made up the remaining \$3,428,321 of the total.

Gale F. Johnston, third vice-president of Metropolitan Life, was chairman of the life insurance division.

Equitable Society accounted for \$6,396,350 with 4,100 workers; Guardian Life \$543,115, with 401; Home Life, \$470,150, with 275; John Hancock, \$3,554,734, with 1,250; Manhattan Life, \$298,125, with 150; Metropolitan home office, \$12,436,010, with 12,206, and Metropolitan field offices, \$24,238,426, with 2,350; Mutual Life, \$2,817,930, with 1,836; New York Life, \$10,304,946, with 4,220; Prudential, \$1,118,800, with 2,110; United States Life, \$193,675, with 101, and general agents, \$456,321, with 76.

Honor guest at the luncheon was William S. Craven, Metropolitan home office, who had 5,637 bond sales for \$1,531,325. He was presented a \$100 war bond by Mayor La Guardia in a ceremony at the city hall.



I AM ALWAYS PROUD OF THE STAFF OF R & R, BUT ESPECIALLY PROUD WHEN SOME UNUSUAL DISTINCTION COMES TO ONE OF OUR BOYS AND GIRLS.

UNUSUAL INDEED is the honor awarded to RAYMOND W. HILGEDAG, co-editor of our Advanced Underwriting Service. Ray has been selected as a lecturer for the 1944 Annual Institute on Federal Taxation of New York University. This is the outstanding tax school in the country, highly technical, attended only by leading tax practitioners. To be invited as lecturer is almost the last word in professional recognition.

SPEAKING OF THE ADVANCED UNDERWRITING SERVICE reminds me that once again the Oregon Mutual has selected the Service as an award to its Leaders' Club. W. C. SCHUPPEL in making the award said:

"THE R & R ADVANCED UNDERWRITING SERVICE is proving a most helpful sales aid to those who have used it during the past year. It again has been selected as gift in the firm belief that it will assist each of you in maintaining Club membership."

PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

PLAIN FACTS

Ours is not the largest of American life insurance companies. It is not the oldest either. But, somehow, even without those firsts, we think it has much to offer.

Our men in the field—they're a happy prosperous gang—have summed it up in the words: "Small enough to be big!"

Factually, we're the ninth oldest among American life companies. But we enter our 97th year driven by a young, progressive spirit that belies our age. This year, as last, our business forges forward... and most important, our biggest gains are still in friendly service!

UNION MUTUAL
LIFE INSURANCE COMPANY

Portland **MAINE** Home Office

Roland E. Irish, President



Taggart Again Qualifies for Million Dollar Unit

Grant Taggart of Cowley, Wyo., and Sol Minzer, Dallas, both veteran California-Western States Life fieldmen, have received notification of their memberships in the Million Dollar Round Table.

Mr. Taggart, immediate past-president of the National Association of Life Underwriters, won the honor on a qualifying as well as a life membership basis. His total volume for the round table year was \$1,005,372, representing 171 individual cases. He averaged 3 1/3 applications a week with an average application of \$5,871 for the entire year.

Mr. Minzer has long been an outstanding producer and has qualified for many company honors. He has just completed the past year as a vice-president of the El Capitan Club, and has been a consistent member of the ten-a-month club for 11 years.

Last month it was announced that Robert A. H. Hung of California-Western States in the Hawaiian Islands had passed the million dollar mark and was adjudged a member of the round table.

Zern Agency Pow-Wow

The A. J. Zern agency of the Chicago branch of Northwestern National Life held a luncheon and educational conference Tuesday attended by 15 full time agents. Three new agents, one of whom had returned from the home office school, were introduced. The Zern agency, the first in Chicago, is 30%

ahead in paid business for the first seven months. R. W. Wiese, Chicago branch manager, praised the Zern agency and told of plans for opening new units in the city.

W. R. Hoffman Is Supervisor

Wilfred R. Hoffman has been appointed supervisor in Buffalo by J. Stinson Scott, general agent of the Provident Mutual. He has been in the agency since 1940 and has been in the life insurance business since his graduation from Bethany College. The Scott agency maintains offices in Rochester and Buffalo. As of July 1 they had paid for more business than in the entire year of

1943. Mr. Scott is president of the New York State Association of Life Underwriters.

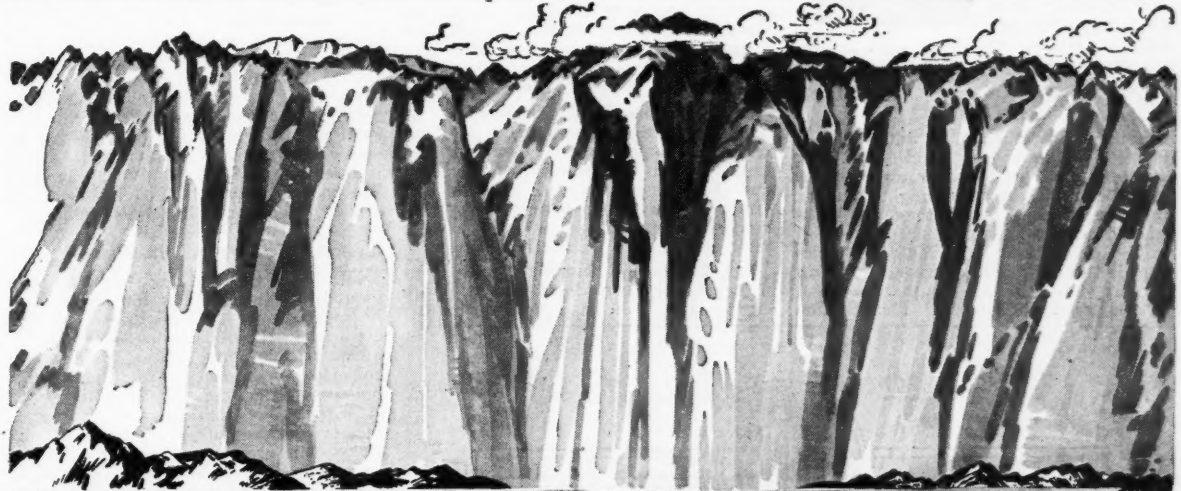
Indianapolis Cashiers Organize

The Indianapolis Life Agency Cashiers Association has been formed with these acting officers: President, Carole E. Bain, Connecticut General; secretary, Pauline Kennedy, Guardian; treasurer, Lyman Roush, Equitable Society. The first election will be held Oct. 1, when a vice-president also will be named. Miss Christine Ludwig, Caperton agency State Mutual, Chicago, past president of

the national cashiers organization, spoke.

Presidents Undecided on Parley

The Life Presidents Association has not yet decided about the holding of its customary annual meeting at the time of the commissioners' convention early in December. Under the reorganization of the association the question will come up at the organization meeting to be held Aug. 11. If a meeting is held it will probably be immediately following the commissioners' meeting rather than before it.



With an Eye to the Horizon

"Hopefully, every American home looks ahead to complete and final victory soon. Then will living take on a new meaning.

"At that same time, the institution of life insurance will begin to play an even greater part in promoting security and encouraging progress.

"Meanwhile, our company is pledged to carry on, working day and night servicing its own business, and cooperating with other agencies in achieving the immediate objective of winning the war. And simultaneously, each member of our organization remains vigilant so that he may fulfill all his personal wartime obligations to his country and to his neighbors.

"It's a big job with many problems!"

THE PROVIDENT LIFE INSURANCE COMPANY

BISMARCK, NORTH DAKOTA

Western Office: 208 Platt Bldg. Portland, Ore.

God made the glaciers . . . which gouged out the great middle valley, melted into the Great Lakes and the Mississippi, left living water and an incalculable legacy of soil scraped up by southbound ice strata . . . thickest topsoil on the continent, top dressed by thousands of years of prairie grasses . . . a bulky layer blanketing thirteen states with black loam so fabulously fertile it bred plutocrats among pioneers, sent first settlers' sons East to college, survived the century of exploitation that exhausted agricultural assets elsewhere . . . *is still the finest farm capital, and first food pantry in the world!* . . . In these thirteen extra endowed Heart states, New York and Pennsylvania, **SUCCESSFUL FARMING** has long served homogeneous farming and ownership, segregated its circulation among 42% of the area's farm families, 67% among the top third farms! . . .

Now two decades of agricultural revolution—of which **SUCCESSFUL FARMING** has been the prophet and protagonist—have brought to the farmers in these states better methods, better yields . . . more diversified production, more sources of continuing income . . . and a margin of income over expense that makes the SF audience the best prospect field for life policies, annuities, term insurance . . . makes SF a major medium worth the serious consideration of every reputable underwriter qualified to do business in SF territory! . . . Ask to see the supporting data! . . . **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Atlanta, San Francisco, Los Angeles

IN U. S. WAR SERVICE

Lt. Col. Albert G. Schmedeman, superintendent of agencies for National Guardian Life of Madison, has recently been made an honorary citizen of the Brazilian Republic.

Col. Schmedeman (who is on leave), is a member of general staff No. 2. He spent a month recently at Rio de Janeiro, and is enthusiastic about the expeditionary force of Brazil, recently landed in Italy. "They are good soldiers," says he, "and will make a record for themselves. We of the north usually picture Brazilians as rather short and stocky—but the soldiers they have sent over are tall, well set-up, averaging 5 feet 11 inches in height. You might compare them to Texans. And they are well-trained soldiers, too."

The decoration given Col. Schmedeman is the Ordem Nacional do Cruzeiro do Sul (Order of the Southern Cross), in the grade of officer. The citation



A. G. Schmedeman

reads: "This act of recognition by the Brazilian government of the outstanding services which Col. Schmedeman has rendered to the military collaboration between our two countries . . ." (The remaining text of the citation is omitted for reasons.)

Lt. Col. James E. Casey, general agent of Rockford Life at Rockford, Ill. was wounded in the Normandy invasion on D-Day but is back on the front again. Capt. P. A. Anderson, medical director of Rockford Life, was stationed in a general hospital somewhere in England when last heard from early in July. George Steacy, son of R. G. Steacy, actuary, is in service in Italy.

R. L. Altick, former associate general agent in the John W. Yates agency of Massachusetts Mutual Life in Los Angeles, has been promoted to first lieutenant in the marine corps and will be classification officer at Parris Island.

Capt. Thomas F. Cadwalader, Jr., of the Wootton & Addison agency of Penn Mutual at Baltimore, was wounded in the Normandy invasion and is in England for hospitalization. He landed within the first four hours of the first invasion wave, was shot in the right wrist and injured in the left hand.

Sgt. Clarence E. Hartman, with Connecticut Mutual in Chattanooga, before entering the AAF, has been awarded the

Air Medal for "exceptionally meritorious achievement" as a gunner on B-24 Liberator stationed in England.

Northwestern Mutual Stages Successful Drive

MILWAUKEE—With 351 agents of Northwestern Mutual Life qualifying in the 10th anniversary Pacemakers campaign, the drive showed a gain of 18 qualifiers over 1943 and 33 over 1942, it is announced by Grant L. Hill, director of agencies. Points are awarded for each new life written and on the dollar volume. The top five men in each agency are "pacemakers," and the top five men in the entire field force are "topnotchers."

Those qualifying as Topnotchers are: M. M. Feerer, R. E. Wertz general agency, Akron, O.; Henderson Peebles, Clyde Law agency, Wheeling, W. Va.; Edward Russo, Russell Law agency, Baltimore; Norman Hill, C. H. Poindexter agency, St. Louis; and Joseph Blumenthal, of Willard Mosen agency, Boston, and E. M. Lillis, P. T. Allen agency, Buffalo, tied for fifth place.

License Converted Ia. Assn.

DES MOINES—The Iowa department has licensed American Home Life of Spencer as a mutual legal reserve life company. It will reinsure the business of American Home Mutual Benefit Association of Spencer, which previously operated without a state license. Fred C. Crowell is president; C. J. Coder, vice-president, and H. J. Crowell, secretary-treasurer. It is the first of the so-called benevolent societies, against which Commissioner Fischer has been conducting a vigorous campaign, to come under the insurance law.

Quo warranto proceedings have just been started to dissolve Capital Benefit Association of Des Moines, another of these organizations, on the ground it was selling life insurance without a state license.

Prudence Life Case to Be Heard on Aug. 21

Prudence Life of Chicago has until Aug. 11 to answer a motion by W. C. Wines, assistant attorney general of Illinois before Circuit Judge Bolton. Wines' motion asks that an order by Superior Judge McKinley be vacated. Judge McKinley's order denied Wines' petition for an order to dissolve or rehabilitate the company. Wines is proceeding for N. P. Parkinson, acting Illinois insurance director.

Wines' petition for liquidation or rehabilitation of Prudence Life, charged that the bitter disagreement between the two factions in the company headed by Alfred Holzman and M. H. Wettaw makes further transactions hazardous to policyholders, creditors and the public. Judge Bolton set Aug. 21 for hearing the case.

Dispute Flares in Court

During the appearance before Judge Bolton Tuesday, there appeared to be some dispute as to just who represented Wettaw as counsel. Wettaw was charged with attempting to wreck the company by counsel for Holzman. Wettaw also was charged by Wines with having "changed his story" during the litigation.

Wettaw and Holzman have a suit pending before Circuit Judge Fisher over control of Prudence. Judge McKinley, in turning down Wines' petition for liquidation or rehabilitation, stated that with the approval of Judge Fisher both factions agreed that a full board of seven directors will be elected Oct. 10 and that in the meantime there will be no more disputes.

Don Davis, formerly New York Life producer at Wichita, has been promoted to a lieutenant in the navy at Lambert Field, Mo.



INSEPARABLES

Progress and success are as inseparable as "Anico" and the "Men of Anico." One means the other.

Anico's success story is over thirty-nine years old and as we see it . . . has no concluding chapter.

Gross Income for 1943 \$	34,467,306.92
Increase over previous year	4,113,050.86
Total Assets	129,200,003.80
Increase over previous year	17,426,812.31
Surplus Protection to Policyholders	18,186,933.52
Increase over previous year	1,252,245.69
Insurance in Force	1,123,640,510.00
Increase over previous year	131,210,924.00

American National
INSURANCE COMPANY

GALVESTON, TEXAS—W. L. Moody, Jr., President

A BENEFICIAL FUTURE INCLUDES:

FINANCIAL SECURITY FOR YOUR FAMILY

AN EDUCATION FOR YOUR CHILDREN

A HOME WITHOUT ENCUMBRANCES

EMERGENCY FUNDS

INDEPENDENCE AT RETIREMENT

BENEFICIAL LIFE
INSURANCE COMPANY

HEBER J. GRANT, President

SALT LAKE CITY, UTAH

Commissioners Call Two Meetings

(CONTINUED FROM PAGE 1)

help in accelerating the work of our committee," wrote Mr. Graves. "We all agree that the subject matter is of utmost importance to the industry," and he therefore asked "immediate attention."

Meanwhile the eyes of the insurance business are turned to St. Louis this week where the 26 Republican governors are having a meeting. It is likely that the question of insurance regulation will be prominently featured at their discussion.

Governor Dewey and Governor Bricker in a joint press conference at Albany the other day outlined 15 subjects as a tentative agenda for the St. Louis meeting this week, No. 9 being "insurance regulations of all kinds." It is considered likely that the governors' conference will adopt a definite statement of principle in regard to insurance regulation.

Inclusion of insurance regulation in the agenda of the governors' conference furnishes an additional indication of the possibility that this topic may become an important issue in the coming presidential campaign. The fact that the Democrats, despite strenuous efforts to get an insurance plank included in the platform, decided against it leaves the Republicans a valuable opening if they care to take advantage of it, in the opinion of many.

Governor Dewey has come out unqualifiedly in favor of the continued state regulation of insurance and the plank which the Republican convention adopted on insurance reflects a similar view.

Northern New Jersey branch New York Life—The Newark agency, E. D. McGwire, agency director, is 56% ahead the first six months over the corresponding period last year in new business. The business of new men is from 25%

Fear Lack of Uniformity

(CONTINUED FROM PAGE 3)

possibility of saving time and doing business locally, more or less, on the other hand, they fear diversity of rulings.

But if an employer taxpayer in New York, for instance, learns that a plan similar to his rejected by a field revenue field man there, has been approved by a field man for some competitor in another part of the country, the former is going to complain, it is believed. And if he can not appeal to somebody higher up than the field man for review of the latter's decision, the taxpayer is expected to protest vocally and vigorously to his member of Congress, his business or trade association and his local newspaper.

The solution of the problem, it is believed, may possibly lie in a combination of instructions to field men to follow a uniform plan in dealing with plans, coupled with some scheme for review of field rulings on appeal. In connection with income tax generally, it is pointed out, while many points are settled in field offices, others are passed up for review by Washington.

The U. S. Chamber of Commerce has suggested the possibility of "post review" of pension and profit-sharing plans in Washington.

Mr. Harrill gives evidence of feeling satisfaction in being relieved of the burden of passing upon all pension and profit-sharing plans, under the decentralization program. He feels that the job of dealing with this knotty problem was wished on him three years ago and that now he is glad to "get out from under."

to 30% ahead. The average size policy is up \$400. There are three Top club members in the agency compared to none last year and membership in other production clubs is 50% ahead of 1943.

ON \$250,000*

	Per Month
2nd year	\$104
6th year	171
11th year	188
16th year	204
20th year and over	221

That's the way our

Q•V•S PERFORMANCE BONUS PAYS OFF

To this bonus add:

- 1 Substantial 1st year Commissions
- 2 Generous Renewal Commissions
- 3 Life Time Service Commissions

*\$250,000 net new paid volume at \$30 per thousand, "A" persistency.

GET THE FACTS on our revolutionary

Q-V-S COMPENSATION PLAN

Write to W. V. Woollen, Agency Vice President

The CAPITOL LIFE INSURANCE Company

Clarence J. Daly, President

HOME OFFICE: DENVER 5, COLO.

LIFE INSURANCE

... for every member
of the family, and on
any convenient mode
of premium payment,
... including Juvenile
Ordinary from age 0.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



EDITORIAL COMMENT

Timing Is Part of Public Relations

The promptness with which Mutual Life of New York announced that it would demand no repayment of the settlement it had made under the policy on the life of John A. Commons, who disappeared in 1930 and recently turned up driving a laundry truck in Hartford, is a good example not only of public relations in action but especially of the value of quick action if the good results of a praiseworthy action are to be effectively utilized.

The story of Mr. Commons' discovery, and the fact that he was a former educator and the son of a distinguished professor of economics at the University of Wisconsin, got on the front pages of most newspapers. While the story was still hot the Mutual Life's action received similarly wide publicity. This was not a matter of the company injecting itself into the limelight, for all the original stories had mentioned the existence of the \$10,000 Mutual Life policy which Mr. Commons had on his life and under which a settlement, based on his presumed death, had been made. It was natural for the public to wonder what would be done about the settlement.

It would have been very easy, considering the size and complexity of a big life company, for executives to have decided that the safe and sane course was to avoid further publicity, not

because they could see any immediate harm but because some unfavorable result might come from it in some fashion yet to be imagined. Perhaps it would have been felt necessary to wait for a meeting of the board of directors.

However, Mutual Life by swift action not only made its position clear but got a vast amount of highly favorable publicity. In this connection it should be noted that Mutual claimed no credit for a generous action, for its publicity release stated frankly that the amount paid was less than the face amount in consideration of the possibility that in spite of the presumption of death Mr. Commons might still be alive. The only legal basis Mutual could have had for trying to recoup its payment would have been a suspicion of fraud—and there was none.

From a public relations standpoint it should not be forgotten that the company's speed in concluding that there had been no fraud was what made it possible for the publicity department to announce the decision while the newspapers were still interested in the case. It serves to bring home the fact, sometimes slighted in discussing public relations, that even the ablest publicity can promote sound public relations only if it has as a basis the kind of deeds that naturally make a good impression on the public.

Notice to Readers Anent L.I.A.

Those who decided upon the change in name of the Life Presidents Association to Life Insurance Association of America obviously did not consult the headline writers. It is necessary for the editor to hit upon an abbreviated label that is recognized promptly by its readers for headline usage. Perhaps "Life Association" will have to do but

that is hardly distinctive enough to distinguish it from any one of the numerous other associations in the life insurance field. Use of initials is always a last resort but that will probably have to be the answer here, so notice is hereby served that L.I.A. in headlines means Life Insurance Association, formerly Life Presidents Association.

Government Life Insurance

Life producers should familiarize themselves in every way with government life insurance, policy conditions, the options, the course to be pursued in converting term policies into more permanent forms. This insurance was taken out during emergency for a special purpose. Every man enlisting naturally was exposed to greater danger particularly if he was in a combat division.

Therefore he was interested in getting his life insurance protection at the lowest possible cost. It is possible for the

government as a subsidy to provide such protection.

When the men are mustered out and return to private life they will inquire of agents as to their insurance. The danger in some quarters would be for the agents to bring up arguments why he should take a policy in their companies and drop his government insurance. That would leave a very bad impression. It would naturally be resented by the federal government.

This insurance was purchased in the storm and stress period when men were

offering their lives for the benefit of mankind. Hence, agents should be very careful in their attitude in talking to service men. They should recommend that they keep their government insurance but it should be converted to some permanent form. It has been generally acknowledged that term insurance is

after all temporary. Young men who have enlisted in the cause and have had the opportunity of securing this insurance should be encouraged to continue it regardless of what they do in the future in adding to their insurance estate through taking out additional life insurance.

PERSONAL SIDE OF THE BUSINESS

J. P. Baldwin of San Francisco, vice-president and manager of Business Men's Assurance, completed 30 years of service, which commenced shortly after his graduation from the University of Oklahoma. He soon became one of the company's outstanding producers and was appointed manager of its first



MR. AND MRS. J. P. BALDWIN

branch office in San Francisco in 1922. In 1937 he was elected vice-president in charge of the entire west coast operations.

To commemorate the anniversary a banquet was given by his associates in San Francisco. The home office was represented by J. C. Higdon, executive vice-president, and Louis L. Graham, vice-president. Mr. Baldwin was presented a diamond studded 30-year service pin by Mr. Graham.

Rolland E. Irish, president of Union Mutual Life, Portland, has been elected treasurer of the National War Fund Campaign in Maine for 1944. He was chairman of the fund-raising drive in the 1944 campaign.

Maj. Gen. Manton S. Eddy, commander of the 9th division in France is a scion of a famous old insurance family of Chicago. General Eddy has been making history as head of his division. Recently he came into more prominence following the invasion as he had much to do with the felling of Cherbourg. General Eddy received the white flag when the Germans surrendered.

General Eddy is a grandson of the late H. C. Eddy, for many years western manager of Commercial Union. His father was the late George M. Eddy, Sr., who traveled in Indiana and Illinois for Pennsylvania Fire and later became a broker in Chicago. He was one of the founders and the first president of the Insurance Brokers Association of Illinois. George M. Eddy, Jr., a brother, formerly traveled for the

Fire Association in Illinois, then was engaged in a local agency business at Springfield, Ill., and took over his father's business in Chicago at the latter's death. Another brother is W. Sprague Eddy, formerly on the business staff of the "Insurance Field," and now a financial investment man of Chicago, specializing on investments for insurance companies. W. Sprague Eddy recently lost his son in service. General Eddy's aunt was Mrs. Fred H. Sabin, formerly well known in western insurance activities.

Charles H. Keen, assistant Hartford manager of Metropolitan Life has received a diamond pin in recognition of his 25th service anniversary.

W. M. Houze, Jr., now a marine but in peace times associated with his general agent father as brokerage manager of John Hancock in Chicago, is bereaved by the death of his younger daughter Mary Lou, one year, in Passavant hospital following a minor operation. The child failed to rally. The Houzes have another daughter, Joann, 3. Houze, Jr., is in intelligence work at Camp El Toro, Santa Ana, Cal. He received special furlough to return for the funeral.

James J. McKinley, assistant secretary in the life department of Aetna Life, has just observed his 35th anniversary with the organization. He joined Aetna as a clerk in 1909 and was named supervisor of the renewal division in 1926. Subsequently, he was given supervision of the policy dividend, ediphone and policy loan divisions. He was elected an assistant secretary in 1939.

Samuel Mooers, field vice-president of Acacia Mutual, was honored on the fifth anniversary of his holding that position by the board of directors. He received many messages from the field. His associates at the head office dropped in to extend felicitation. President William Montgomery paid high tribute to him at the directors' meeting. Mr. Mooers has made a pronounced success in his position. The business in force as of July 31, 1939, was \$405,971,741, net gain for 1939 was \$9,526,416. The following year the net gain was \$12,632,310. Last year it was \$46,369,158. Net gain for the first seven months for this year will be about \$36,000,000.

James C. McFarland, Cincinnati general agent of Ohio State Life, is the first representative of the company to qualify for the 1944 President's Club. He has been a member of the Honor Club 11 consecutive years and the President's Club 10 consecutive years. He is having his best year since he entered life insurance.

F. G. Ball, agent Northwestern National Life at Madison, S. D., Aug. 1 completed 50 years with the company in that city and on the same day marked

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SAN FRANCISCO 4, CAL.—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.

his 88th birthday. Mr. Ball is the oldest member of Northwestern National's field force both in age and length of service.

An anniversary luncheon at Sioux Falls, headquarters eastern South Dakota agency, was attended by members of the agency, including Mr. Ball's son, H. C. Ball, who is associated with him in the business, and Nels B. Arveson, agency manager, prominent business men of that area, and officers of the company. From the home office were J. S. Hale, vice-president and actuary, G. C. Holmberg, vice-president and treasurer, and W. F. Grantges, agency director. Mr. Hale read a letter of greeting from President O. J. Arnold and presented him on behalf of the company a handsome watch.

H. L. Hildreth, director of Union Mutual Life and Republican nominee for governor of Maine, has been reelected vice-president of the state war chest.

Robert W. Boyles, Troy, O., representative of the Henry Stout agency of John Hancock Mutual, served as a group leader for the American field service for considerably over a year in Africa and Italy, being assigned to duty with the British 8th Army. After termination of that service he has come back to the United States and has just left for Washington to take training in connection with his future duties as assistant field director for the American Red Cross overseas.

Alvin Borchardt, actuary of the Michigan department, and Mrs. Borchardt are the parents of a son, William David, born in Presbyterian hospital, Chicago.

DEATHS

John H. Pickert, 65, local agent at Berlin, Wis., died at his home after an illness of several months. He was a special agent of Northwestern Mutual Life. In 1939 he formed the Pickert Insurance Agency, succeeding Crawford & Pickert.

Judge Hector S. Young, 55, of Marion, O., a director of Ohio State Life, died in a Columbus hospital. His father, Boston G. Young, also had served as common pleas judge at Marion and as a director of Ohio State Life.

Lt. James V. Quinn, of the naval reserve, who was a group department supervisor for Equitable Society in New York City, was killed last week in an airplane crash at the Minneapolis naval air station. He joined Equitable in 1936 and in 1937 was made a group service supervisor. He went into the navy in October, 1940. Lt. Quinn was 29.

Maj. Warren D. Stubblefield of San Antonio was the first Volunteer State Life field man killed in action. He was one of four members of the J. Wyllie King agency in San Antonio to enter service. Ed Fambrough, head office ac-

tual department, was the first Volunteer State man killed.

W. Sprague Eddy, Jr., of the marine corps, son of the former business representative in Chicago of the "Insurance Field," was killed in action, presumably in the invasion of Saipan. He was a nephew of Maj. Gen. Manton S. Eddy, division commander in the Normandy invasion, and a grandson of the late George Eddy, who for many years was a Chicago broker and was a founder and first president of the Insurance Brokers Association of Illinois. The lad, who enlisted at age 17 after attending Shattuck Military Academy but was not called until he was 18, would have been 19 the day after his parents received notice of his death. Sprague Eddy Sr., now is an investment salesman in Chicago.

Clarence L. Vrooman, 78, died at Glendale, Cal. For many years he was an agent in Kansas City. He was a founder of the Brotherhood of American Yeomen, which became American Mutual Life of Des Moines and for some years a director.

Rudolph J. Albachten, 45, general agent of Northwestern National Life at St. Louis 12 years, died from burns suffered in a fire that destroyed a club house in St. Louis county. He was unable to escape from the burning building. He was on a fishing trip with friends at the time.

Mr. Albachten was at one time St. Louis manager of Continental Life of that city and later was with Inter-Southern Life.

J. A. Little, general agent of Rockford Life at Flint, Mich., died. He had been with the company for 12 years.

Dean Bakka of the navy, son of H. M. Bakka, general agent of Rockford Life at Roland, Ia., was killed on D-Day in Normandy.

R. T. Riley of Winnipeg, founder of two Canadian fire companies, died at the age of 93. Formerly he was president of Canadian Fire and Canadian Indemnity, which he organized, and for over 60 years he took a prominent part in the business growth of Winnipeg. He was born in Yorkshire, Eng., went to Canada when quite young, first in Ontario, then to Winnipeg in 1881.

Mr. Riley was associated with the early builders of Winnipeg and the west, including J. H. Brock, who founded Great-West Life. Mr. Riley was the first vice-president of Great-West, and retained that position at the time of his death. He held policy No. 1 issued by Great-West.

Tech. Sgt. Frank G. Coakley, who was assistant manager of the disability claim department of Prudential, was killed in action in France. He had been with the company since 1927.

Dr. William M. Jones, 63, medical director of Jefferson Standard Life, died at his home in Greensboro, N. C., fol-

NEWS OF THE COMPANIES

Mutual Life's Six Months' Experience

Voluntary surrenders were 27% less for Mutual Life of New York in the first half compared with a year ago and lapses were 31% less. Mortality experience was slightly higher. War death claims were only 2.9% of total mortality claims and from Pearl Harbor through June 30 war mortality claims have been only 2.6% of total death benefits paid.

Over \$3 Million in War Claims

Since the war's outbreak 874 war death claims for \$3,193,374 have been paid by the company, and there are \$324,293 in claims pending upon 121 policyholders reported missing in action. The company reports that its experience

indicates that a large percentage of those reported missing are finally found alive.

The company's new business in the first half was \$91,806,542, increase \$9,325,534. In June new business was 26% greater. Average size policy in the first half was \$3,492, 18% larger than a year ago.

Insurance in force is now \$3,679,507,999, increase \$35,947,398. Operating expense in the first half was \$353,003 less. The company now owns \$808,066,000 in government securities, increase \$144,427,000 over a year ago. Government holdings now account for 48% of total assets, which stand at \$1,683,194,778, an increase of \$64,404,368.

Large Gains for Jefferson Standard in First Half

In the first six months Jefferson Standard Life assets increased \$7,211,010 to a total of \$135,457,335. Insurance in force now stands at \$522 million, up \$19,250,000 in the six months.

The mortality ratio was 44%, 7%

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HOME OFFICE • LOS ANGELES
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In The West

with our

**GOODWILL
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aids make selling easier
—and provide business
that stays.

Our representatives say:
"They're tops for increas-
ing quality production.
They offer broader pro-
tection at minimum cost!"

**CALIFORNIA-WESTERN
STATES LIFE
INSURANCE COMPANY**
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lower than for the first six months of 1943. Mortality experience on civilians was the best in many years. Since the war began death claims on men in service amount to \$913,297 with \$265,691 paid in the first half of 1944. Of this amount, \$31,374 was paid for death due to natural causes, \$73,052 where death occurred in the U. S., and \$192,638 on deaths outside the country.

Continental Assurance Six Months Record

Continental Assurance of Chicago increased its insurance in force \$32,473,084 the first half of 1944, making the total at the end of June \$475,903,063. Assets were \$56,457,960, a gain of \$3,432,186 since the end of last year. Surplus increased \$368,906, making the total capital and surplus \$4,170,371. The general contingency reserve was increased from \$300,000 to \$600,000.

Mass. Mutual War Deaths Cost \$1,697,985 to Date

Since Pearl Harbor, Massachusetts Mutual has distributed \$1,697,985 benefits resulting from 394 deaths of policyholders in the armed forces. Of the total, 182 or 46.19% were killed in line of duty other than action in combat areas, and 141 or 35.79% killed in combat zones; 69 died from natural causes, and two from undetermined causes.

President B. J. Perry in his semi-annual report to directors said the \$2,163,719,419 life insurance in force is an all-time high since organization in 1851. There has been a large increase in adoption of employee pension plans and the federal government is to be commended for encouraging corporations to establish these plans, by allowing certain tax savings on premiums paid by employer corporations, he said.

Real estate holdings of Massachusetts Mutual have been reduced 59.33% since the peak in November, 1939. Net income of 5.45% was earned on the balance of real estate held in the first six months. Assets have gained \$48,177,000 since Dec. 31. Purchases of government bonds in the half year total \$60,100,000, the aggregate being \$175,690,000 U. S. and \$4,165,000 Canadian. Total U. S. bonds held are \$624,613,000 and total Canadian \$48,187,000.

Standard Life Buys Building

Standard Life at Kansas City, which is headed by Dr. D. P. Redding, has purchased the two-story and basement building at 14th and Walnut streets there, and will occupy the second floor as its offices.

Celebrates 50th Anniversary

RICHMOND—Richmond Beneficial Life, one of the oldest Negro life companies, is celebrating its golden jubilee. Organized July 28, 1894, with only \$400 capital divided among 20 stockholders, it now has capital of \$25,000. Until 1921, it wrote only health and accident

insurance. It has since been writing both ordinary and industrial life. Assets as of Dec. 31, 1943, were \$628,000. More than a third of its assets is now invested in war bonds. Insurance in force amounted to \$6,362,526.

Ohio State Half-Year Figures

Insurance in force of Ohio State Life June 30, totaled \$128,836,829, a gain of \$3,552,757, and admitted assets \$30,496,196, a gain of \$1,554,805 in the second quarter.

For the half year, paid volume of insurance totaled \$6,251,838, a gain of 20% and largest first six months production in its history. Surplus now exceeds \$3 million. It bought \$4,726,593 in government bonds the first six months.

The company paid 23 death claims attributable to the war, totaling \$28,735 in the half year. Of the death claims, 15 were killed in action, three died in airplane accidents and three from disease. Two policyholders have been reported missing in action.

COMPANY MEN

Mass. Mutual Men Are Promoted

Five officers of Massachusetts Mutual Life were promoted by directors in the quarterly meeting.

Harry H. Peirce, actuary, was elected vice-president and actuary; Albert D. Shaw, financial secretary, second vice-president and financial secretary; Ralph R. Coombs, assistant to the president, second vice-president; H. S. Payson Rowe, manager bond department, second vice-president; and Homer N. Chapin, assistant financial secretary, assistant to the president.

Mr. Peirce following graduation from Amherst in 1912, taught mathematics at Hill School, Pottstown, Pa., before entering the actuarial department of Massachusetts Mutual. He became assistant actuary in 1922, associate actuary 1930, actuary 1936. Mr. Shaw, financial secretary since 1928, joined the company in 1904 as a clerk, became manager policy loan department 1917, assistant secretary 1918. Previously he attended Brown University, clerked in a bank, then was employed by Springfield Fire and Marine.

Ralph Coombs has been assistant to the president since 1939. He started as stenographer in 1907, was transferred to claims, and in 1925 became assistant claims manager. In 1931, he was made manager of the planning department, assistant secretary in 1932. Mr. Rowe,



H. H. Peirce

RAINBOW'S END

On November 19, 1943, the Bankers Life Company of Des Moines issued a \$10,000 Family Protection Policy, 20-year Benefit, with Double Indemnity and Income Disability, to a 30-year-old farmer, married, with two children and a third expected the following June.

One annual premium of \$332.20 was paid.

On May 16, 1944, the insured died from wounds suffered while starting a fire with kerosene in the kitchen stove.

Not the least tragic element of the sad affair was the fact that on Sunday, May 14th, the insured had gone to visit his mother—that being Mother's Day. Upon their return Sunday night the family prepared the evening meal on an electric plate.

Attempting to kindle the fire early Monday morning, the kerosene ignited and the deceased was fearfully burned. He had the presence of mind to warn his wife and the strength and courage to place a ladder so that she and the two children escaped in safety from the second floor. The next day he died.

Upon that \$10,000 policy the Bankers Life Company has already paid the widow (the beneficiary) \$11,000 in cash. In addition the Company will send her a check for \$100 each and every month from June 16, 1944, to and including November 16, 1963. At that time a further cash payment of \$10,009.68 will be made.

Here is a financial resume of the transaction:

Cash	\$11,000.00
234 monthly payments of \$100 each	23,400.00
Cash to be paid November 19, 1963	10,009.68
Total payments upon \$10,000 policy	\$44,409.68
One annual premium	332.20
Net gain over investment ..	\$44,077.48
Percentage of gain over investment	13,268%

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DES MOINES

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Allen May, President

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manager of the bond department since 1934, went to Massachusetts Mutual from Bankers Trust Company of New York, having been Boston manager. Following graduation from Harvard in 1922, he joined First National Corporation and was with Merrill, Oldham and Co., Boston investment firm, 1923-1927. Mr. Chapin entered the company's service as a clerk in 1920. He was transferred to the calculation department in 1923 and to the claim department three years later. He was assigned to the investment department in 1928, and elected assistant financial secretary in 1935.

Theiss Resigns as Ohio National Promotion Head

Arthur W. Theiss, sales promotion manager of Ohio National Life has resigned. He has not indicated his future



ARTHUR W. THEISS

plans but will announce a new connection Sept. 1.

Mr. Theiss has been in the sales and advertising field over 20 years, with department stores, manufacturing firms and in insurance. He joined Ohio National in 1933. The company's promotional material and publications have won 11 national awards.

Recently elected to the board of governors of the Cincinnati Advertisers Club, he is also a former director of the Direct Mail Advertising Association.

He has addressed advertising clubs in Ohio, Indiana, Illinois and Iowa.

Promotions Are Made in Ohio Farm Bureau Units

Filling gaps brought about by a death and a resignation in the ranks of Farm Bureau Mutual Automobile, Farm Bureau Mutual Fire and Farm Bureau Life of Columbus has resulted in several promotions.

Bowman Doss, state agent for Ohio, was elevated to assistant superintendent of agents to fill the vacancy made by the sudden death of A. L. Odebrecht. Howard Hutchinson, state agent for New York, becomes state agent for Ohio. Chester Gay was transferred from Connecticut to New York as state agent. Wes Linthicum, group insurance specialist in the home office, was made state agent for Connecticut. H. P. Dickerson, a district supervisor in Ohio, was given Mr. Linthicum's former position.

W. T. Allnutt, also an assistant superintendent of agents in the home office for several years, resigned to become general manager of a group of cooperative insurance companies in Minnesota and Wisconsin consisting of Cooperators Life, Cooperators Life Mutual, American Farmers Mutual, Cooperative Insurance Mutual, and Central Mutual Fire. The vacancy made by Mr. Allnutt will not be filled at this time.

Price Cross Advanced by State Mutual of Georgia

Price R. Cross has been elected secretary of State Mutual of Rome, Ga. For several years Mr. Cross has been assistant to the president, Geston Garner. Prior to that, Mr. Cross was director of agencies of Occidental Life of Raleigh, N. C., and agency director of Southern Life of Atlanta. He was secretary and then president of the Insurance Federation of North Carolina, secretary of the Raleigh Association of Life Underwriters and a member of the committee which prepared North Carolina's first workmen's compensation act. Before entering insurance, Mr. Cross served as legislative messenger and executive secretary to three governors of New Mexico.

ARE YOU GROWING?

The ambitious, alert life underwriter is happy when he feels certain that he is growing—

- in prestige.
- in personality.
- in service and usefulness.
- in knowledge and power.
- in earnings.
- in security.

The INDIANAPOLIS LIFE INSURANCE COMPANY, a quality Legal Reserve Mutual Company, organized in 1905, points with pride to the growth, in all of the above points, of its splendid staff of associates in the various states.

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For men who want to become leaders and to grow, we have splendid opportunities in Rockford and Springfield in Illinois; Davenport, Iowa; Austin, Corpus Christi, Beaumont, Wichita Falls and Marshall, Texas and in a few other choice territories in Indiana, Illinois, Texas, Ohio, Michigan, Minnesota and Iowa.

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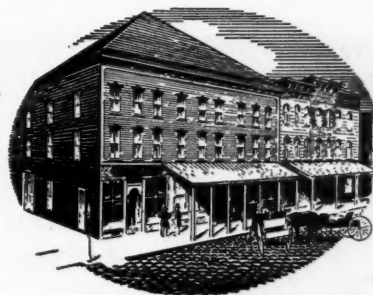
The Republic National Life representative is secure because of our Lifetime Increasing Income Plan—liberal First and Second Year Commissions, PLUS usual renewals, PLUS Bonus Point Premiums, PLUS Lifetime Service Commissions, PLUS liberal Pension Plan, PLUS effective Sales Aid, PLUS comprehensive Educational Program.

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women comprising its field organization...
and by the integrity of its management.

EQUITABLE LIFE OF IOWA

Founded 1867

HOME OFFICE

DES MOINES, IOWA

He was one of the organizers and first secretary of the New Mexico Insurance Agents' Association and he was instrumental in securing a model insurance code in New Mexico.

Home Life Assignment to Alan B. Doran

In connection with recent changes made by Home Life of New York, Alan B. Doran, assistant superintendent of



ALAN B. DORAN

agencies, will continue to handle the administrative problems of all the agencies throughout the country and in addition will have charge of financial and contractual matters in all agencies.

Hall Returns to Conn. Mutual

Lt. Col. H. C. Hall has resumed his duties as supervisor of farm loans for Connecticut Mutual Life. He has been released from active duty with the chemical warfare service where he

served 16 months. He entered service as a major and became director of the war department's civilian protection school at Amherst College.

Bjorn Leaves Bankers Life

Walter Bjorn, group secretary of Bankers Life of Des Moines since 1941, has resigned to join the B. E. Wyatt Company, Washington, D. C., brokerage firm. D. N. Wartens, vice-president and actuary, will handle his work temporarily in addition to other duties.

CHANGES

Metropolitan Makes Changes in Penna.

George A. Smith has been transferred by Metropolitan Life from Pittsburgh to Williamsport, Pa., as manager, and is succeeded in Pittsburgh by Carl W. Schick from Williamsport. E. F. Geiger has retired as manager in the Clark building, Pittsburgh, and has been replaced by J. Mark Young, formerly in Uniontown. Paul W. Gerhardt is the new manager in Uniontown.

Kahne to Syracuse, N. Y., for Fidelity Mutual

Arnold W. Kahne has been appointed manager in Syracuse for Fidelity Mutual Life, succeeding J. F. O'Donnell, who has retired. Mr. O'Donnell managed the agency for 33 years. The new agency, under Mr. Kahne, is located at 918 State Tower building.

Mr. Kahne has devoted his entire business life to insurance. He was an agent in Gloversville, N. Y., and then for seven years agency organizer for New York Life in New York City, Fall

River, Mass., and since December, 1942, in Manchester, N. H.

Allison Opens Second Chicago Branch Office

Norman K. Allison, Chicago branch manager of Connecticut General, who resigned recently but remained there with the company as an agent, has been appointed manager of a second branch in the city by that company. He has opened an office in the Conway building. He will conduct the office on a more selective basis, incorporating his highly developed selling methods.

Hitchcock New York Life's Albany Agency Director

John D. Hitchcock has been appointed agency director of the Albany branch of the New York Life, succeeding J. Frank Burke, who has been made Inspector of agencies of the northeastern department with headquarters in Boston.

He started with the New York Life as an agent in the Albany branch in 1932, two years after he was graduated from Union College. During the next five years he made an outstanding record as an agent, and in 1937 he was appointed agency organizer in Albany. In 1942 he was promoted to agency director in the Syracuse branch.

Clark and Thompson Named by Mutual Trust

Two agency changes have been made by Mutual Trust Life. At Cedar Rapids, Ia., Shirley A. Clark, veteran of more than 21 years life insurance sales experience, was named general agent, succeeding Reed C. Nelson, who resigned May 1. Mr. Clark is a native Iowan, graduate of the state university. He has jurisdiction over five counties in the east central section.

At Seattle, Fred A. Hardy, general agent for four years, has resigned to return to college to become a doctor of medicine. Howard O. Thompson, a member of the agency since April, 1940, succeeds him. Mr. Thompson joined the Hardy agency on a part-time basis and exhibited unusual ability. The Seattle agency will continue to serve 19 counties comprising the western half of the state.

Three New Michigan Offices

TORONTO—Canada Life has opened three new offices in Michigan at Muskegon, Jackson and Pontiac in charge of district managers. Wayne Q. Branch will be in charge in Muskegon, C. E. Baker in Jackson and Douglas D. Harger in Pontiac. Mr. Branch became associated with Canada Life earlier this year and has been in life insurance many years. Mr. Baker joined Canada Life in Lansing in 1935 and last year qualified for the quarter million club. Mr. Harger has represented Canada Life in

Pontiac since early 1943 and recently qualified for the quarter million club.

B.M.A. Advances Willcott

Ralph J. Willcott, Business Men's Assurance, at Chanute, has been named district supervisor for southeast Kansas. He is immediate past president of the Allen-Neosho County Life Underwriters Association.

Bintliff to Loan Field

David C. Bintliff, who has been Houston ordinary department manager of American National for a number of years has been appointed exclusive mortgage loan representative for Houston and Harris county of that company.

Forest Lawn Life Names Two

Forest Lawn Life has established a branch in San Diego, Cal., with E. F. Graham as manager, and a general agency in Pomona, Cal., with E. A. Fullwiller as general agent.

Schatz with Guarantee Mutual

Clarence Schatz has resigned as sales supervisor of the Consumers Public Power district at Kearney, Neb., to take charge of Guarantee Mutual Life's office there, covering Buffalo and Dawson counties.

Prudential Promotes Roy

Prudential has promoted Ephraim A. Roy to superintendent in Pittsfield, Mass., replacing Harold E. Tabor, who was transferred to Waterbury, Conn.

Mr. Roy started with Prudential as an agent in 1929 in St. Albans, Vt. He was made assistant superintendent in 1936.

Linford with Johnson & Higgins

Charles H. Linford, since 1936 assistant life manager of Travelers in San Francisco, has become manager of the life department of Johnson & Higgins in San Francisco. He will have charge of northern California.

Mr. Linford had been with Travelers since 1926 and was transferred to San Francisco in 1928. He is past chairman of the San Francisco C.L.U. chapter and has served the San Francisco Life Underwriters Association as vice-president and chairman of several committees. He was executive chairman of the 1944 northern California sales congress.

McAfee Returns to Field

L. N. McAfee has been appointed district manager for Tarrant county, Tex., by Fidelity Union Life with headquarters in Fort Worth. He has been located at Fort Smith, Ark., where he has engaged in another business. Previously, he was with Lincoln National Life and Metropolitan Life at Fort Smith, Oklahoma City and Topeka, Kan.

Twenty-eight qualifiers attended the outing of the R.F.E. Wiedemann agency of Equitable Society in San Francisco.

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activities of the association and to include members from surrounding cities, such as Waseca, New Ulm, St. Peter and Fairmont.

Miami, Fla.—The annual outing was held at Hollywood, with W. Finley Jones, newly elected president, in charge. Commissioner Larson was guest speaker. Oscar A. Boon, president, and L. W. Newby, secretary-treasurer of the Florida association, attended.

The state convention, to be held at Miami Beach in May, 1945, was discussed. There was a barbecue lunch followed by a golf tournament. More than 100 agents attended. R. B. Walker was program chairman.

East St. Louis, Ill.—New officers are: President, A. C. Murphy, John Hancock; vice-presidents, P. H. Poser and Mrs. Olga Shourd, both of Metropolitan Life; secretary, J. F. Surwald, Jr., Prudential; treasurer, Robert W. Healy, Prudential, and national committeeman, E. C. Clark, Metropolitan.

FRATERNALS

C.O.F. Gains Shown at Convention

Catholic Order of Foresters published a souvenir edition of the reports of its high court officers for the quadrennium 1940-43, inclusive, preliminary to holding the international convention in Chicago, Aug. 1-3. This is the golden jubilee of Thomas H. Cannon, high chief ranger, who presided in the general sessions and also at a banquet.

Mr. Cannon reported in the quadrennium 21,808 adults and 26,429 juvenile members have been added; death claims totaled \$7,637,488; mortality ratio remained about stable at an average of 74.7% of expected in the four year period. The society never has attached a war clause to certificates in force and pays insurance on lives of young men killed in the war the same as in ordinary cases. It has paid 116 war claims for the full amount of insurance with \$103,507 paid to beneficiaries. In the former world war 362 members died in service and a patriotic assessment of \$1 per member was levied to pay \$362,000 war claims.

Mr. Cannon expressed opinion that there will be no necessity for the high court to impose a war clause on certificates outstanding before outbreak of the war and excess reserves on hand will take care of these claims as they arise without disturbing stability and solvency. Restrictions have been placed upon admission of new entrants of war ages both in the United States and Canada.

Ratio of assets to liabilities rose from 119.27% to 124.13% in the four years; average interest rate earned on reserve securities was 4.15% in 1943 compared to 4.30 in 1942; 4.40 in 1941, and 4.52 in 1940. Mr. Cannon said the society since the rate readjustment of 1922 each year has paid a dividend on certificates by remitting one monthly mortgage assessment or practically 8½% annually.

High Secretary Thomas R. Heaney reported a grand total June 30 of 101,384 adult members in the United States and 10,369 in Canada, a gain of 1,470 in this country and a loss of 1,747 in Canada since Dec. 31, 1939, although net membership gained 471 from June 30, 1940 to June 30, 1944, in adult membership alone, and 8,183 juveniles in the U. S. and 989 in Canada. Total adult insurance in force June 30 was \$111,064,213, increase \$1,436,690 over the Dec. 31, 1939, figures, and juvenile in force \$22,529,646, gain \$9,994,146. Mr. Heaney noted this is the first time since 1921 that the officers have been able to report a net gain in members and insurance in force.

Modern Woodmen Juvenile Campaign Successful

Modern Woodmen started a two-month junior campaign July 1 and in

the month wrote \$2,556,800 of new junior business, exceeding the quota for the entire 60 days. The production was 90% over that of July, 1943, when a junior campaign also was conducted.

There was \$478,000 whole life and \$2,069,000 term. Twenty-three of 32 states in the Modern Woodmen jurisdiction where quotas were assigned exceeded their July quota and eight states made their two months' quota in one month.

Iowa, led by Manager Lyle Brown led with \$359,300; Tennessee, Manager R. L. Estes, second with \$301,500; southern Illinois, Manager Tom Haage, third with \$256,500. Emphasis was placed on collection of annual, semi-annual and quarterly premiums and 78% of term business was received on other than a monthly premium basis.

MANAGERS

Lockhart Discusses Decision

At a meeting of the Life Managers Club of Dallas, O. P. Lockhart, chairman Texas board of insurance commissioners, discussed the recent Supreme Court insurance is commerce decision and its relation to state regulation of the business.

Wichita Cashiers Elect

The Wichita Cashiers Club has named Ruth Anderson, Massachusetts Mutual, as president, succeeding Mary Louise Conner, New York Life, who becomes board chairman. Almeda Carson, Prudential, is vice-president and Kathryn Rogers, National Life & Accident, secretary-treasurer.

Plan Wichita Discussion Series

The Wichita Association of General Agents & Managers has planned a picnic for August in lieu of its regular monthly meeting. The September meeting will launch a discussion series under the direction of W. E. Moore, Pacific Mutual.

Cashiers of Two Cities Meet

A round table discussion and business meeting were the order of the evening at the Detroit and Windsor cashiers meeting in Windsor, Ont. Letter writing and giving information over the telephone were discussed. Mr. Sharp and Mr. Harwood of the North American Life Assurance home office were guests.

Discuss Loan, Bond Situation

The San Antonio Association of Life Agency Cashiers discussed the problem of the man who has a \$400 loan against his life insurance and is investing \$10 each week in war bonds. The question raised was whether he would be more patriotic if he continued investing in bonds or paid the loan against his policy. There appeared to be a difference of opinion.

Miss Frances Curd, Reliance Life,

vice-president, has enlisted in the WAVES. Mrs. Estella Baker, Indianapolis Life, was elected as her successor.

RECORDS

Provident Mutual Life—New sales during the first six months totaled \$13,936,000, an increase of 54.5% over the corresponding period of 1943. Insurance in force during the half year increased by \$22,536,000 to \$1,077,824,000.

Net voluntary terminations amounted to only \$6,662,000, at the rate of 1.2% per year of all insurance in force—a new record of persistency for any comparable period.

Ledger assets increased by \$15,127,000 to \$450,738,000 during the period as against an increase of \$23,094,000 in U. S. bond holdings, which now amount to \$147,434,000, or approximately one-third of the assets.

National Guardian Life—Paid for new business the first six months of 1944 totaled \$3,535,577 as compared with \$2,262,970 last year. Insurance in force gained \$2,518,175 for the six months as compared with \$1,038,150 last year.

Burial Society Reinsured

Worth-Winnebago Benevolent Society of Lake Mills, Ia., is being reinsured by Homesteaders Life of Des Moines, the fraternal. This is believed to be a development in Commissioner Fischer's campaign to compel the pass-the-hat burial societies to come under the jurisdiction of the insurance department.

A LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-five years old—\$105,000,000 in force. Mortality experience 1943—24.64%. Rate of assets to liabilities—111%.

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Permanent lifetime protection.

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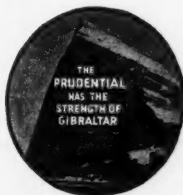
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To my father, who couldn't speak English, that skyline spelled the most important word in any language: *independence*.

To me, it spelled the golden wheatlands my father worked and scraped to get, and to ready for me. It spelled my diploma at State, a blonde girl, a house with the sunset on its windows, and the chance to make my own way in business. *Independence*.

My son tells me that needles of ice touched his spine when that fabulous skyline rose up through a blanket of mist. "That's New York!" the pilot yelled, "The land of the free and the home of the brave!" *Independence*.

I don't mean the skyline of New York alone. I mean the skyline of any American city or town where each building and spire spells out your own particular definition of the words which begin — "When, in the course of human events . . ."

But independence is never a gift. It must be fought for, and deserved, and protected. No man can tell you exactly how to shape independence to your own

image, but a wise man will tell you that the best way an individual can create and protect it is through life insurance.

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